

COLLEGE MARKETING POLICY

This document is the parent policy for any College or Divisional procedures. Questions regarding this policy are to be directed to the identified Policy Administrator.

Functional Category:	Operations
Approval Date:	August 6, 2015
Effective Date:	September 1, 2015
Policy Owner:	Vice President, Transformation and Chief Advancement Officer
Policy Administrator:	Director, Brand & Market Development

Objective:

The purpose of this policy is to ensure that the NorQuest College (college) brand, image, and reputation are promoted in a cohesive, consistent and positive manner to stakeholders and the general public.

Authority to establish this policy is derived from the [NorQuest College Board of Governor's Policy No.5](#) which delegates authority to the President and CEO to establish policies and procedures for the college's management and operation.

Policy:

The Marketing & Web Development Department will provide centralized oversight and leadership in developing, advancing, and stewarding the college's brand image and reputation in a cohesive and consistent manner to achieve the College's recruitment and positioning goals and objectives.

College marketing activities will be aligned to achieve the college's vision, strategies, and objectives outlined in the Strategic Plan and Comprehensive Institutional Plan through an annual integrated strategic marketing plan and budget developed by the Marketing Department in consultation with the faculties, centres, facilities, and service departments.

The Marketing & Web Development Department, with the support of the Brand & Creative Services Department, is responsible for developing and delivering all marketing, collateral and advertising used by the college to support marketing and recruitment plans and activities. The department will also coordinate major sponsorships and promotional items that support overall marketing objectives.

Responsibilities and authority for delivering marketing, advertising, and promotions are outlined in procedures associated with this policy.

Definitions:

Advertising: is a tactical execution of marketing and brand messages for the purpose of promoting the college, its programs and courses, and other services using traditional and non-traditional mediums.

Brand image: is how the college is perceived by stakeholders and the general public.

Collateral: includes the media, brochures, posters, signs, visual aids, information sheets, other printed information and web content to support marketing plans and strategies.

Marketing activities: are activities designed to promote the brand image of the college using various media, including print, electronic, radio, outdoor, and display advertising.

	<p>Stakeholders: include prospective students and their influencers, current students, alumni, staff, faculty, Executive, the Board of Governors, government, donors, business and industry partners, other customers, and the general public.</p>
Related Information:	<ul style="list-style-type: none"> • College Communications Policy • External College Communications Procedure • Government Communications Procedure (to be developed) • Internal Communications Procedure
Related Procedures:	<ul style="list-style-type: none"> • College Branding Procedure • On-Campus Advertising Procedure (to be developed) • Photography/Media Consent and Release Forms Procedure • Web Governance Procedure
Next Review Date:	August 2019
Revision History:	<p>May 2012: New August 2013: update for document links and branding November 2014: update for document links August 2015: revised</p>